

CCD BULLETIN

Issues in Coastal Community Development

FROM THE FIELD: A VIEW FROM THE LAKE

Minnesota Sea Grant is taking an innovative approach to educating the public and local officials about land use and water quality. The “A View from the Lake” program began in 2004, with the assistance of an EPA smart growth grant, as well as support from the Great Lakes Regional Water Quality Program and the Wisconsin and Minnesota Coastal Programs. By the end of the summer the program will have brought over 1,100 participants from seven different ports the opportunity to board a research vessel for a three-hour interpretive tour on Lake Superior.

The goal of the “View from the Lake” program is to give residents a from-the-water perspective on their communities, and foster understanding of how planning, development decisions, and individual practices impact Lake Superior. During the tour, participants are instructed on the ecology of fisheries, stream habitats and coastal wetlands, learn about the impacts of land use decisions on natural resources, and have a chance to sample the water, biota and bottom sediments of the lake. The focus of all these activities is on what communities can do to protect the lake and its living resources, including “smart growth” approaches to development.



Jesse Schomberg, Coastal Communities Educator for Minnesota Sea Grant, one of the tour leaders, is the inventor of a hands-on land use mapping game which engages tour participants in a build-out comparison of various development approaches for an 80-acre tract of land. The players are given different lot sizes to apply to the map, first using more traditional zoning and then using conservation or clustered development. Community goals such as recreational access, clean water, and rural character, all common goals in the region’s comprehensive plans, are discussed for each alternative. The activity instructor also explains the economics of sprawling communities, tools for protecting open space, and community waste water options, in the context of the development options and associated ecosystem impacts.

Surveys from the first season indicate that sixty percent of tour participants have come away with different opinions about the environmental issues facing Lake Superior, and fifty-five percent have stated that they will make changes in their own activities as a result, from building rain gardens to talking with their friends and neighbors to getting more involved with local development issues in their community.

Contact Jesse Schomberg at jschombe@umn.edu for more information, including a powerpoint file on boat activities. An eight-minute radio spot featuring the program is also available for download at http://www.seagrants.mn.edu/audio/05-07-13_vfl.mp3.



COMMUNITY TOOL SHED

Getting in Step: A Guide for Conducting Watershed Outreach Campaigns

This publication from the Environmental Protection Agency is a step-by-step resource for developing and implementing an environmental education campaign. Focused on reducing nonpoint source pollution in a watershed context, it has potential application to related issues. The guide includes advice on defining goals, identifying and analyzing the target audience, crafting and packaging an effective message, and getting the word out. Download it at: www.epa.gov/owow/watershed/outreach/documents/getnstep.pdf, or order a hard copy free of charge at: <http://yosemite.epa.gov/water/owrcatalog.nsf/e673c95b11602f2385256ae1007279fe/5e3f7adf4058b44785256e530073ffee?OpenDocument&CartID=787-111452>.

A companion video highlighting four case studies from the guide is also available from EPA: <http://yosemite.epa.gov/water/owrcatalog.nsf/e673c95b11602f2385256ae1007279fe/ea17113f33f795f185256e530074a8b4?OpenDocument&CartID=787-111452>

Choosing Our Community's Future

This guidebook is designed for citizens interested in making a positive contribution to shaping the growth and development of their neighborhoods, towns and regions. The Guide outlines planning terms, approaches, and procedures, helping readers to formulate a sustainable vision for future development and to make rational, compelling arguments against poorly conceived plans. It can be ordered (\$10, discounts for bulk orders) at: https://secure2.convio.net/sgusa/site/PremiumSelector?CAMPAIGN_ID=1142&JServSessionIdr006=fusbsrwws3.app7a

The table of contents, introduction and first chapter of this document can be downloaded at <http://sgusa.convio.net/site/DocServer/GuidebookPreview1.pdf?docID=201>.



RECOMMENDED READING

Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing

by Doug McKenzie-Mohr and William Smith

While conventional marketing can help create public awareness, social marketing identifies and overcomes barriers to long-lasting behavior change. This ground-breaking book from the Academy for Educational Development and New Society Publishers is the primary resource for the emerging new field of community-based social marketing, and an invaluable guide for anyone involved in designing public education programs with the goal of promoting sustainable behavior. The book details how to uncover the barriers that prevent individuals from engaging in sustainable behaviors, and outlines a set of methods that social science research has demonstrated to be effective in encouraging behavior change.

The book can be purchased (\$10 to \$15) at amazon.com (www.amazon.com/exec/obidos/tg/detail/-/0865714061/qid=1124221084/sr=8-1/ref=pd_bbs_1/002-8385007-4548826?v=glance&s=books&n=507846) and other retailers.

A related guide is available on-line at www.cbsm.com. The Web site requires free registration, and includes related articles, reports and discussion forums, as well as a “quick reference” on community-based social marketing. To download this e-book, click on the “Guide” bar on the left side of the home page after registering.

The CCD Bulletin is edited and distributed by the National Sea Grant Office. But for the most meaningful content, we're relying on you. We're especially interested in sharing your stories of successful (or less than successful) coastal community development projects. Please send your suggestions, submissions and insights to: Amy.Zimmerling@noaa.gov.